

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	11 February 2026
Team ID	LTVIP2026TMIDS50285
Project Name	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Step-1: Team Gathering, Collaboration and Select the Problem Statement

The screenshot shows the 'Before you collaborate' section of the template. It includes a lightbulb icon, a timer icon indicating 10 minutes, and three steps: A. Team gathering, B. Set the goal, and C. Learn how to use the facilitation tools. Step C has a 'Open article' button. To the right, the 'Define your problem statement' section is shown, featuring a 'PROBLEM' box with the placeholder 'How might we [your problem statement]?'. At the bottom right is a 'Key rules of brainstorming' box with six rules: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual.

Before you collaborate
A little bit of preparation goes a long way with this session. Here's what you need to do to get going.
⌚ 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.
[Open article](#)

Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.
⌚ 5 minutes

PROBLEM
How might we [your problem statement]?

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm
Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

TIP
You can select a sticky note and hit the pencil (watch to sketch) icon to start drawing!

Person 4

TIP
Add customizable tags to sticky notes to quickly find, browse, organize, and categorize important ideas as themes with your team.

Step-3: Idea Prioritization

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Prioritize
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes

TIP
Participants can use their cursors to point at where sticky notes are placed on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

Importance
If each of these ideas could get done without any difficulty or cost, which one has the most positive impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)